



CONVENIENCE 2020 Shipper Promotion Calendar

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
REESE'S TAKE 5 Assorted King Size Bars 11 Boxes	12/13/19-2/14/20		12/27/19-2/21/20									
Pre-Priced \$1.00 Standard Bars 9 Boxes	12/20/19-2/7/20		12/27/19-3/6/20									
REESE'S NCAA® College Basketball King & Standard Size Bars 13 Boxes	1/3/20-3/13/20		1/17/20-3/27/20									
Hershey FEEDING AMERICA® Assorted Standard Bars 9 Boxes	2/21/20-4/3/20		3/6/20-5/8/20									
Pre-Priced 2/\$3.50 King Size Bars 12 Boxes	3/27/20-5/3/20		4/3/20-6/5/20									
REESE'S Olympics Assorted King & Standard Bars 13 Boxes	4/10/20-5/29/20		4/24/20-6/26/20									
Hershey Fountain Bundle Standard Assorted Bars 9 Boxes	5/15/20-7/17/20		6/12/20-8/14/20									
Pre-Priced 2/\$3.50 King Size Bars 12 Boxes	6/19/20-8/7/20		6/26/20-9/4/20									
REESE'S NCAA® College Football King & Standard Size Bars 13 Boxes	7/24/20-9/11/20		8/7/20-10/2/20									
KIT KAT® Coffee Program Assorted King Size Bars & ICE BREAKERS Mints 17 Boxes	8/21/20-11/20/20		9/4/20-12/4/20									
Pre-Priced \$1.00 Standard Bars 10 Boxes	9/18/20-11/20/20		10/2/20-12/4/20									
Hershey FEEDING AMERICA® Assorted King & Standard Bars 13 Boxes	10/16/20-11/27/20		11/6/20-1/8/21									
WANT. Hershey Assorted King Size Any Month Shipper - All Year 12 Boxes	12/6/19-12/25/20		12/6/19-12/25/20									
WANT. Hershey Assorted Standard Bars Any Month Shipper - 1st Half 8 Boxes	12/6/19-6/26/20		12/6/19-6/26/20									
WANT. Hershey Assorted King Size Any Month Skinny Tower - 1st Half 6 Boxes	12/6/19-6/26/20		12/6/19-6/26/20									
WANT. Hershey Assorted Standard Bars Any Month Shipper - 2nd Half 9 Boxes	6/19/20-12/25/20		6/19/20-12/25/20									
WANT. Hershey Assorted Standard Bars Any Month Tower - 2nd Half 6 Boxes	6/19/20-12/25/20		6/19/20-12/25/20									

Available Window
 Suggested Retail Execution Window